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The Best Advertising

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Flight From The City

By Ralph Borsodi (first published 1932)

Another piece of machinery which served in many different ways was a combination circular saw, planing-machine, and drill. These combination machines are, on the basis of my experience, a mistake. Separate machines are better in the long run, even though the investment in them is somewhat greater. We have used the drill on this combination hardly at all, and a separate band saw and separate planing machine would be better than the machine which we purchased. The band saw can handle heavy timber as well as ordinary lumber timbers for which the circular saw is too small. Nevertheless we have used our saw machine on many jobs, though it is now relegated mainly to the job of cutting wood for our fireplaces and kitchen stove. Recently we managed to rig up an attachment which enabled us to use a much larger saw on this machine, and we discovered that it is possible for us to rip boards up to six inches in width out of logs grown in our own wood lot. In our section of the country the blight has killed all the chestnut trees, and we have quantities of this fine hardwood which we were burning until it occurred to me that we might use this chestnut for making furniture. By this coming winter we shall have accumulated a quantity of chestnut lumber and shall then turn in earnest to furniture-making.

Our circular-saw machine was supplemented after a time with an electric hand-saw—one of the most useful tools on our place. It has proved not only a great time and muscle saver, but has added immensely to the skill of everyone who has used it. It takes a skilled carpenter to make a perfectly square cut with a hand saw. The electric saw makes it possible for any handy man to do an extremely workmanlike job. And of course when it comes to ripping boards, the speed with which it does the work delights the heart.

An equally useful tool has been our electric hand drill. It has, for one thing, almost relegated the brace and bit to limbo. We never use so slow a tool except for holes too large for our electric drill. We use this tool not only for drilling in wood and iron, but also for reaming pipes, and sometimes for sharpening tools. We have other machines which are not quite so often used—a sander, and a paint-machine, for example. As all our houses are built of stone, we do not have much painting of large surfaces with which to bother, so we have not the need of a painting-machine which those who build of wood would have. Taking them as a whole, these machines have made it possible for us to build up our place steadily, and to add improvements during odd times which would otherwise be wasted. It is largely because of these machines that we have built four stone houses on our places—three residences and a stone barn.

Our determination to build in stone dates back to discovery of Ernest Flagg's experiments in the building of attractive and economical small houses. Flagg developed a system of building out of stone and concrete, using forms in which to lay the walls, which greatly reduced the cost of stone construction. Relatively unskilled labor could build Flagg walls which were attractive, which were sound, and which were true. As a result, we found ourselves building of stone—the natural building material for a county with the name Rockland—at a cost not much higher than that of good frame construction.

My enthusiasm for many of Flagg's ideas has not abated. For instance, he calls attention to the absurdity of cellars under houses built in the country. The cellar usually represents a fifth of the cost of the house. For much less money, the storage space ordinarily furnished by a cellar can be provided by adding to the area of the building. Except where the contour of the ground calls for a basement or cellar, all our houses are built on what are virtually concrete platforms, over which the regular floors have been laid.

Another idea of his has been the building of one-story houses without attics and with low walls, using dormers over doors and windows to secure height where height is needed. This makes it possible to build outside stone walls which are not more than four or five feet in height for the most part, so that stone and concrete do not have to be carried up to a considerable height and scaffolds erected on which to work. The use of what he calls ridge dormers or ridge skylights makes it easy to ventilate these one-story houses in summer.

But one of the things most attractive to me in Flagg's type of construction is the number of designs which can be built around courts, section by section. This makes it possible to build part of a house to begin with, and add to it as means permit. When we started to build our main house on the new place, we first finished one wing of the house, and lived in it until the main part was finished. That took us over a year. The whole house is not even now finished—nor do I see any reason why it should ever be. A home, it seems to me, should grow like the human beings it shelters. Building one's shelter in this way, section by section, made it much easier for us to finance the building of the sort of home to which we aspired. And it should make it very much easier for those who have not enough money at the beginning for the home that their vision paints for them.

(continued next month)

Excerpts cont'd

press you because they don't know what they want is just an endless chain reaction.

"Somewhere, sometime, some groups must really work out, in their deepest natures, what they want and are willing to commit themselves to, as the good life for them. I think they would want and would try to make this useful for others. But this is not the most important consideration; neither do I feel it should, or ever can, be a large-scale operation.

"I see possibilities in theater (in the streets), but not one that would dish out propaganda, or tell you what I think; rather one that would involve and shake up the audience, get a person to ask himself about his own values as a human being. Shall we brainstorm?"

* * *

Jan. 3, 1968, from a compara-

(especially in community) must temper their intellectual theories and philosophical ideas with down-to-earth recognition of and expression of their emotions. I have faith that it can be done without becoming a wallowing morass.

"But it also seems there must be a spiritual basis for commitment. This one seems to be avoided. It is easier to discuss such things as aims, program, buildings, and finances. Perhaps there needs to be weekends planned for learning the art of self-revelation through meditation. I know from experience that I could never have made it this far without the ability to 'go still' and see through my shenanigans."

* * *

And from a ranch-homesteader: "We meet frequently as a group, 23 of us, seasoned people aged 20 to 60. Two families in our group are 'homesteading' and producing their own food, and others are looking that way. We are mainly concerned in a Way of Life which leads to spiritual awareness (having nothing to do with religion, but rather illumination). This is not a 'hippy' approach. We are committed to setting aside contemporary values and diving into a discovery of the Self. We feel the way we make our living, the economics of our way, our involvement with the world around us, our attitude about life, food and health—all grow out of this basic search, not the other way around. So we concern ourselves with the path toward enlightenment, the union with the inner Self first. . . . We are a 'community'; we don't live together now, but it may come."

[The above have a common thread: the inward look! For some, at a particular time of life, it may call for a special analysis, and "turning away" from other aspects of life. But we are all, willy-nilly, all the time subject to ways of surviving and earning our living; and to being affected by economic, cultural and political institutions formed long ago. They are being shaped by some people; they need the assistance of those with the clearest minds and soundest values. The effort at combining their spiritual search with concern for community, and daily affairs (manifest in the above remarks) is an approach that avoids monism.—MJL]

Letters To The Editor

The Best Advertising

To the Editor:

I'm in the advertising business, and a newcomer to the School of Living, about which I'll no doubt learn more as I read your publications. I thoroughly enjoy *The Green Revolution* each time it comes. From the outside, it appears to me that you may be working too hard at reaching out to more people instead of using your energies for shining up the small piece of earth each of you now has. We advertising men work like hell to reach out to as many people as possible, but never forget that word-of-mouth report was the very first form of advertising, and is still the best, by far. — S. G., South Orange, N. J.

Appreciates Alexander

To the Editor:

Years ago I read articles in your *Balanced Living* about the F. M. Alexander technique of using the body and the self. I now have Alexander's four books, and have been using his technique with tremendous benefit. What a pity his books are not better known. They should be best sellers—not out of print. They are heavy reading, and require real study to understand and apply the principles to one's self.

I am trying to obtain several copies of Louise Morgan's book on Alexander, titled *Inside Yourself*. I'd like to exchange experiences, by mail, with anyone who has used or is using the Alexander technique.

My son-in-law and I are in charge of a beautiful three-acre estate in the Claremont section

Free Bulletins

The Extension Services of most state agricultural colleges will furnish free bulletins of various aspects of country life. Write for lists.

The following are some recommended ones:

From the University of New Hampshire (USDA Coop. Ext. Service), Durham, N. H.: (1) Vegetable Storage; (2) Freezing Foods At Home.

From Univ. of North Carolina at Raleigh (Coop. Ext. Service, Raleigh, N. C. 27607): (1) Pickles and Relishes; (2) Preserves, Jellies and Jams; (3) Commercial Fishworm Production; (4) Landscaping Your Home.

From Univ. of Alaska (Coop. Ext. Service), College, Alaska 99701: (1) Building A Log House, 25c; (2) Parka Book (25c); and the following, free: (1) Can Moose or Caribou in Tin Cans; (2) in Glass Jars; (3) Can Fish in Tin Cans; (4) in Glass Jars; (5) Tanning Hides; (6) The Compost Heap; (7) Gardens in Alaska; (8) Making Mukluks and Mittens with Fur; (9) Wild Rose Hips; (10) To Salt Fish; (11) Questions and Answers About Land and Living in Alaska.

One cannot order more than 10 bulletins from an Extension Service at one time.—STP

of Oakland, which we handle organically. This is next best to having a homestead of one's own.—Harry F. Russell, 331 Alcatraz Ave., Oakland, Cal. 94618

[Ed. Note—Our School of Living library books by F. M. Alexander wandered off in our book loaning, and now we're grateful to C. V. Rengstorff (4714 N. Virginia, Chicago) for a gift of Alexander's *The Universal Constant in Living, Constructive Conscious Control of the Individual, The Use of the Self, and Man's Supreme Inheritance*. We have not been able to locate a copy of *Inside Yourself*.]

Medical Power

To the Editor:

I do not have much faith in medical doctors and none in injections. In *Green Revolution* some months ago I read about Immunity vs. Hygiene, and had not known such great risks existed in vaccinations. I was vaccinated at five years of age, and shortly contracted polio which left me crippled for life. I'm now 33. That there could have been any possible connection between the two had never occurred to me. Now I wonder.

I firmly believe in individual freedom. No government should impose the will of one faction upon another. [But this is what all government is for.—Ed.] Suppose building contractors decided that stone was the best building material (never mind what others thought). So contractors then have laws passed forcing people to build only stone homes. What would this mean to lumber men, producers of shingles, paint, etc.? The carpenters' union would scream "unconstitutional," and of course be met with, "It is the law and must be obeyed." This, in principle, is what the medical profession has done in getting laws passed for shots, inoculations and injections. What can we do about it?—Theodore Barr, 158 Clay St., Tremont, Pa. 17981

[Ed. Note—At least two groups work for freedom in choice of therapy and medication: The National Health Federation (211 W. Colorado, Monrovia, Calif.), with a legislative chairman, C. R. Miller, 121 2nd St., N.E., Washington, D.C.) and Citizens Medical Reference Bureau.]

Jewish National Fund

To the Editor:

You and your readers may be interested in the Jewish National Fund. It holds title to most of the rural land in Israel and distributes it to families according to occupancy and use. This method of land tenure is far from impractical or visionary, as some of your readers believe. This is voluntary, non-coercive, non-governmental.

The Jewish National Fund, via gifts and investments, buys up the land, prepares it (much of it

THE GREEN REVOLUTION — 3

February, 1968

ADVERTISING RATES

Classified: 35c per line. Minimum 3 lines or \$1.05. Average line has 40 spaces.

Display: \$5 per column inch. No discounts on any ads. Payment should accompany order. Deadline: 20th of preceding month (for example: April 20 for May issue).

Send ads to: School of Living, Brookville, Ohio 45309.

MASS MEDIA — directory of 100 plus radical publications, all shades, 50c. P. McAlpine, 1304 Geddes, Ann Arbor, Mich. m(12-68)

ORGANIC GROWN, spray free, vegetable and flower plants. Donna Caton, 5630 S. Scarff Road, New Carlisle, O. (ph. 845-8689). c(2-68)

BUILD YOUR OWN FREEDOM! Save many days' research on all aspects of organizing a homestead or retreat from the coercive rat race. The Retreater's Bibliography is the result of over 2000 hours of research and contains more than 300 detailed listings on sources of information and materials essential to you. Send \$9.50 for your bound copy to: Atlantis Enterprises Ltd., 5020 El Verano, Los Angeles, Calif. 90041. a(2-68)

INTERESTED IN SIMPLE LIVING Read our manuals. Wildcrafters World No. 61, \$1; STP No. 59, 25c. Wildcrafters Publications, GR 3, Box 118, Rockville, Ind. 47872. w(314-68)

LOOK AHEAD! Candidates should register for new intentional communities. Write for application and 35-page book, *Intentional Communities Concepts*, \$1. Colonists of all ages, skills, interests sought. Emphasis on fellowship, voluntary association, survival, health, country life, self-help, realistic education. U.S.A. and Latin America.—Questers Project, Box N-13, Los Banos, Calif. 93635. q(2-68)

SINGLE MAN, 45 (physical and mental energy of 30) wants to meet woman, 30 to 50, for permanent mate to retire from civilization in some way. Must be attractive, enthusiastic, lively, outdoor-love and prefer organic food devotee.—Box 4, School of Living, Brookville, Ohio. d(2-68)

WILL EXCHANGE 10 acres woods with stream in Arkansas for 1 acre with stream or water farther north.—C. S. Dawson, Box 2048, Belo Horizonte, Brazil. d(2-68)

PARTNER WANTED to live on 40 acre wooded farm in west central Wisconsin. Free rent. Bachelor preferred.—John Killalea, Rt. 3, Box 172, Black River Falls, Wisc. k(2-68)

A MEMBER of School of Living has 30 acres nine miles east of Cincinnati. She wants to make a proposition about its use to a group of organic and country-minded persons. Write Box 10, School of Living, Brookville, Ohio. (1-68)

TEN ACRE campsite reserved for flower people. \$500. Wm. Earwood, Rt. 1, Lex-ington, O. 43764. (1-68)

A FEW remaining lots available in May Valley Cooperative Community—inter-racial, cooperative, single-family homes. So-called "profits" are returned to lot holders (\$200 to \$1300 per lot, so far). 27 acres of park, playground and orchard for common use.—Write John Affolter, 10208 147th, S. E., Renton, Wash. 98055. (1-68)

FREE ARTICLE. Every year hundreds of thousands of Southern rural poor move to Northern city slums. Farm co-ops can help them to stay on their farms and become independent. For more information, send for THE GREAT MIGRATION from National Sharecroppers Fund, Inc., 112 East 10th St., New York, N. Y. 10003. (1-68)

VIETNAM! VIETNAM! by Felix Greene, 175 pp., \$2.25. LET THERE BE A WORLD by Felix Greene, 64 pp., 75c. CHILDREN OF VIETNAM by Wm. Pepper, 20c. Marion Wilhelm, 97-28 130th St., Richmond Hill, N. Y. 11419. (1-68)

WALNUT ACRES puts its soul into its work—the supplying of whole, naturally-raised, carefully-processed, poison-free foods of all kinds. A highly significant, landbased, group venture. Please send for free mailorder price list. Walnut Acres, Penns Creek, Pa. 17862. wa(12-67)11-68

COLLECTOR'S ITEM — Summer 1967 issue of *A Way Out*. Don't miss it! 60 pages of vital, voluntary, anarchist, libertarian economics. This is the definitive issue on a free—really free—system. You'll not find another journal in this country—or in the world—with the point of view, the data, and the program in this combined (May-June, July-August) issue of *A Way Out*. Supply is limited. Get yours now. \$1 a copy from School of Living, Brookville, Ohio 45309. (1-67)

HEAVENS ON EARTH, by Mark Holloway. Utopian communities in America, 1680-1880, map and 14 illus., 246 pp., paperbound, \$1.85 plus 15c for postage and handling. Residents of NYC please add 5 percent sales tax; other NY state residents 2 percent. Dover Publications, Inc., 180 Varick St., New York, N. Y. 10014. (12-67)

READING is fun and so simple, even for 2 to 5 year olds, with this phonetically-based kit. Send \$22.50; money-back guarantee. Also, SECRETS in teaching your child how to INVENT, DISCOVER, TRULY CREATE. Send \$2.50 for easy to follow guide. Scientific Education Materials, 325 N. Clark St., Bloomington, Ind. (12-67)

HOW TO GET OUT OF THE RAT RACE AND LIVE ON \$10 A MONTH. A practical reference work by George W. Hart and Be-the-E. Herter. Complete with scores of addresses, hundreds of ideas, where and how to get free or cheap land—profusely illustrated, 335 pages. \$4.50. COUNTRYMAN'S BOOKSHELF, Dept. 10, Pennington, Minn. (12-67)

HEALTH REJUVENATION. Resting, Fast, Vacationing. Reducing, Retiring. Beautiful grounds. Pool. Boats. Beaches. Solariums. Delightful natural foods. Health lectures. Reasonable rates. Cooperative employment available. Free brochure. SHANGRI-LA HEALTH RESORT (GR), Bonita Springs, Fla. 33923. (7-67)

Poems for a Green Revolution—60 gems of insight and feeling by C. S. Dawson. Three groups: some depict the ugliness of our artificial world; some the beauty of the natural world; some decentralist life and living. Product of new School of Living Press. \$1 Order from Heathcote Center, Rt. 1, Box 129, Freeland, Md. (5-67)

THE OWNER-BUILT HOME is now completed. Volumes I, II, III, IV are available (\$2 for each volume) from: Ken Kern, Sierra Route, Oakhurst, Calif. (1-68)

desert) for use, and turns it over to users. I believe that this type of voluntary land tenure can come into widespread use, with but half the energy that Marxists, Georgists and other governmentalists are using for their systems. — Louis F. Potter, 19 E. 82nd, New York City

Who Agrees?

To the Editor:

To your "universal query," how practice ethical land tenure and exchange (money) in our new communities?, I'd say the first requirement is a meeting of (continued on page 4)